RJ Reynolds
Tobacco Company

M. L. JONES
National Manager
Forsyth Tobacco Products

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May 17, 1995

Mr. Al McKay
Mr. Ron Sides
Cumberland Farms
777 Dedham Street
Canton, MA 02021-9118

Subject: ***Mustang Box***

Dear Al and Ron:

The following Mustang Box styles are in the public warehouse and ready for shipment:

Mustang Full Flavor Box	*(King Size)*
Mustang Light Box	*(King Size)*

You should contact your RJR representative and discuss a introduction promotion (i.e., separate 60 pack display with a $2.00 price reduction while supply last). This promotion, using your Accrual Fund, will assist you in creating awareness with your customers.

Enclosed are UPC codes for your planning purposes.

Good Selling!

M. L. Jones

MLJ/cwh

Enclosure

cc:	*Jim Merusi*	*1142*	*Mitch McGovern*	*1140*
	Jordon Reece	*2346*	*Steve Manos*	*1140*
	Audrey Evanchek	*1240*	*Gary Hennessey*	*1540*

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Source: https://www.industrydocuments.ucsf.edu/docs/gkky0000

MUSTANG

PRODUCT INFORMATION

	UPC	LENGTH (inches)	WIDTH (inches)	DEPTH (inches)	CUBE (feet)	WEIGHT
PACKS						
Full Flavor 100's	12300 20858	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Full Flavor 85's	12300 20855	2.0625	0.8438	3.375	0.0034	0.787 oz.
Lights 100's	12300 20864	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Lights 85's	12300 20861	2.0625	0.8438	3.375	0.0034	0.787 oz.
Ultra Lights 100's	12300 20876	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Ultra Lights 85's	12300 20873	2.0625	0.8438	3.375	0.0034	0.787 oz.
Menthol Lights 100's	12300 20870	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Menthol Lights 85's	12300 20867	2.0625	0.8438	3.375	0.0034	0.787 oz.
FF Menthol 100's	12300 20885	2.0625	0.8438	4.0000	0.0040	0.933 oz.
FF Menthol 85's	12300 20882	2.0625	0.8438	3.375	0.0034	0.787 oz.
Full Flav CPB 83's	**12300 20888**	**2.2047**	**0.9055**	**3.4055**	**0.0040**	**0.933 oz.**
Light CPB 83's	**12300 20891**	**2.2047**	**0.9055**	**3.4055**	**0.0040**	**0.933 oz.**
CARTONS						
Full Flavor 100's	12300 20859	10.6250	1.7813	4.0313	0.0440	10.13 oz.
Full Flavor 85's	12300 20856	10.6250	1.7813	3.4375	0.038	8.67 oz.
Lights 100's	12300 20865	10.6250	1.7813	4.0313	0.044	10.13 oz.
Lights 85's	12300 20862	10.6250	1.7813	3.4375	0.038	8.67 oz.
Ultra Lights 100's	12300 20877	10.6250	1.7813	4.0313	0.044	10.13 oz.
Ultra Lights 85's	12300 20874	10.6250	1.7813	3.4375	0.038	8.67 oz.
Menthol Lights 100's	12300 20871	10.6250	1.7813	4.0313	0.044	10.13 oz.
Menthol Lights 85's	12300 20868	10.6250	1.7813	3.4375	0.038	8.67 oz.
FF Menthol 100's	12300 20886	10.6250	1.7813	4.0313	0.044	8.67 oz.
FF Menthol 85's	12300 20883	10.6250	1.7813	3.4375	0.038	8.67 oz.
Full Flav CPB 83's	**12300 20889**	**11.1250**	**1.8750**	**3.4375**	**0.041**	**10.13 oz.**
Light CPB 83's	**12300 20892**	**11.1250**	**1.8750**	**3.4375**	**0.041**	**10.13 oz.**
CASES-12M						
Full Flavor 100's	12300 20860	20.5625	11.0625	21.688	2.855	39.0 lbs.
Full Flavor 85's	12300 20857	17.625	11.0625	21.688	2.447	33.5 lbs.
Lights 100's	12300 20866	20.5625	11.0625	21.688	2.855	39.0 lbs.
Lights 85's	12300 20863	17.625	11.0625	21.688	2.447	33.5 lbs.
Ultra Lights 100's	12300 20878	20.5625	11.0625	21.688	2.855	39.0 lbs.
Ultra Lights 85's	12300 20875	17.625	11.0625	21.688	2.447	33.5 lbs.
Menthol Lights 100's	12300 20872	20.5625	11.0625	21.688	2.855	39.0 lbs.
Menthol Lights 85's	12300 20869	17.625	11.0625	21.688	2.447	33.5 lbs.
FF Menthol 100's	12300 20887	20.5625	11.0625	21.688	2.855	39.0 lbs.
FF Menthol 85's	12300 20884	17.625	11.0625	21.688	2.447	33.5 lbs.
Full Flav CPB 83's	**12300 20890**	**17.625**	**11.5625**	**22.7500**	**2.683**	**39.0 lbs.**
Light CPB 83's	**12300 20893**	**17.625**	**11.5625**	**22.7500**	**2.683**	**39.0 lbs.**

5/17/95

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INTERC...

Pouch

RJR

NAME: Andrey Evanchek

DIVISION/DEPT.

LOCATION: Div. 1240

PERSONAL ☐

CONFIDENTIAL ☐

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